

## **Lakeview SSA 27**

Commission Meeting Minutes

October 11, 2018, 8:30 AM

Sheil Park, 3505 N. Southport Ave., Chicago, IL 60657

**Present:** Darian Campise, Matt Lederer, Terese McDonald, Luis Monje, Erin Schwartz, Chuck Stewart

**Absent:** Jason Aragon, Paul Leamon, Amy Novotny, Doug Zylstra

**Staff:** Lee Crandell, Dillon Goodson, Luke Miller

**Guests:** Rachael Ceckowski

### **Call to Order**

Terese McDonald called the meeting to order at 8:39 AM.

### **Public Comment**

There was no public comment.

### **Reading and Approval of Minutes**

Dillon Goodson and Erin Schwartz proposed changes to the meeting minutes from August 9 and September 13. Matt Lederer motioned to adopt the changes and approve the minutes from the following SSA Commission meetings, seconded by Chuck Stewart; motion carries:

- SSA Commission Meeting on August 9, 2018
- Special SSA Commission Meeting on August 23, 2018
- SSA Commission Meeting on September 13, 2018
- Special SSA Commission Meeting on September 25, 2018

### **SSA Commission Nomination**

Action deferred to the next meeting.

### **Security Rebate Program**

- **dSPACE Studio (2918 N. Lincoln Ave.):** The applicant has applied to install three security cameras with a total project cost of \$1,990.05. Commissioners discussed the application and explored ways to encourage different businesses to apply for SSA funding. Matt Lederer motioned to approve a rebate of \$500.00, or 25% of the total project cost, whichever is less, seconded by Chuck Stewart; motion carries.

### **Southport Holiday Stroll**

Lee Crandell presented a proposed memorandum of understanding (MOU) between SSA 27 and the Lakeview Chamber of Commerce for the Southport Holiday Stroll, reminding Commissioners that the annual event will include a ticketed cocktail stroll in 2018, creating new revenue opportunities. This has been an SSA-funded event in prior years, and the Chamber is proposing taking it on this year. Because the event has income-generating potential that could offset the total cost, reducing the SSA's expenses, and because the SSA is prohibited from accepting this income, the MOU proposes that the SSA will support the Southport Holiday Stroll in 2018 through a reimbursement for potential net losses from the

program, not to exceed the \$3,000 typically earmarked for the event. Matt Lederer motioned to approve the MOU as presented, seconded by Chuck Stewart; motion carries.

### **Lakeview Gift Card**

Dillon Goodson recapped some of the results of the most recent Lakeview Gift Card holiday promotion in 2017, and asked the Commission to consider whether to authorize the same promotion for the 2018 holiday season beginning before Thanksgiving through the end of 2018. The Commission revisited previous conversations about finding a way to incentivize customers to spend their Lakeview Gift Cards at multiple businesses. Dillon shared a couple ideas, but noted that there isn't a way to automate these types of incentives using the platform provided by the company that services the Lakeview Gift Card program, EML Payments. Some Commissioners questioned whether the gift card program is meeting the SSA's goals, with others commenting how the program provides a unique benefit for taxpayers within the SSA. Luis Monje motioned to authorize the 2018 Lakeview Gift Card holiday promotion, providing a \$20 Bonus Card for every \$100 a customer purchases in Lakeview Gift Cards with a limit of \$300 per household, seconded by Erin Schwartz; motion carries.

### **2019-20 Neighborhood Public Relations Contract**

Commissioners reviewed a draft RFP for neighborhood public relations services for 2019, with the option for the selected vendor to renew for an additional year in 2020. Dillon Goodson noted that the RFP captures prior feedback from the SSA Commission and sets additional goals for measuring the success of future PR campaigns. He asked Commissioners whether they would like to participate in a special task force that would meet once on Thursday, December 6 from 8:30-10:00 AM to review proposals, interview 2-3 possible firms, and make a recommendation to the Commission. Matt Lederer, Terese McDonald and Luis Monje volunteered for the task force and suggested that Commissioners who weren't able to attend the October meeting should also be invited to participate. Lee Crandell mentioned he was following up on a request to determine whether the SSA could accommodate an additional part-time staff member in lieu of subcontracting an outside PR firm, and he expected to have more information to share prior to the Commission making a final selection. Matt Lederer motioned to approve the RFP as presented and to authorize the task force, seconded by Chuck Stewart; motion carries. Dillon said that the RFP would be posted immediately with a due date of November 7.

### **Low-Line Committee Report**

- **Low-Line Phases 1 and 2:** Darian Campise shared that the Phase 1 Paulina Plaza, funded by SSA 27, was unveiled in September with the Mayor's Office, CTA, Alderman Pawar, and other project stakeholders. The Phase 1 Ashland Plazas, funded by SSA 27, are partially complete, with a hardscape on the west side of Ashland. Darian said that additional work on these spaces will continue into 2019, when interactive lighting elements and art panels are installed to complete the spaces. Commissioners asked for an update on the status of JC Rivera's mural, which was removed in late August. Dillon Goodson said that he is awaiting feedback from the City of Chicago on a resolution allowing the mural to be restored, and he is hopeful that there would be a decision on next steps soon. Noting that winter is approaching, Commissioners commented that the artist would have a limited amount of time to restore his mural and discussed options to help ensure that this issue is resolved quickly. Commissioners cited the amount of positive

feedback they observed from when the artwork was first installed through its removal as an indication of the community's support and suggested that the SSA should provide some initial funding for a down payment to allow the artist to begin reinstallation of his mural in 2018 even if the SSA isn't able to clarify potential outside funding sources in time for the artist to begin installation. Commissioners discussed an appropriate amount based on budget availability. Matt Lederer motioned to authorize up to \$6,000 in additional funding from the SSA as needed to allow the artist to begin reinstallation of his mural, seconded by Darian Campise; motion carries 5-0 with Erin Schwartz abstaining. Dillon said that he would begin working with the artist immediately on a start date.

### **Streetscape Committee Report**

- **Southport CVS Mural:** Dillon Goodson shared that he is still awaiting final approval from the property on artist Ouizi's concept for the Southport CVS mural, and suggested that legal review might be delaying the process. He said he has continued coordination with the artist but cautioned that the artwork might not be approved in time for the mural to be executed in 2018, in which case the project would be delayed until Spring 2019. Having previously selected a preferred concept, Commissioners discussed the project budget, including a contribution from its partner in the project, Southport Neighbors Association. Erin Schwartz motioned to approve a contract not to exceed \$15,000 with artist Louise "Ouizi" Jones, seconded by Matt Lederer; motion carries.
- **Holiday Décor Update:** Luis Monje noted that the Streetscape Committee had finalized the scope of its contract with Southport for the SSA's 2018 holiday decorations to include fresh cut garland and silver ribbon on alternating light poles throughout portions of the SSA and the installation of a holiday tree at the Lincoln Hub intersection of Lincoln/Southport/Wellington. Staff has also been speaking with a local Jewish organization about installing a menorah at the intersection. Dillon Goodson said that he's working with St. Alphonsus Church and the City of Chicago to try and locate plans for the church's patio so that a structural engineer can determine whether it can support the weight of the tree. The Committee previously discussed relocating the tree adjacent to the sidewalk on church property just north of the patio if a decision is not reached by mid-November.

### **Treasurer's Report**

Matt Lederer shared the SSA's financials through August 2018. He advised that the SSA Commission should examine the SSA's projected year-end financials and modify the budget as necessary at its November meeting.

### **President's Report**

Terese McDonald asked Commissioners to be mindful of attendance requirements, noting that without six members present, the Commission is unable to call its meetings to order.

### **Adjourn**

Matt Lederer motioned to adjourn the meeting, seconded by Darian Campise; meeting adjourned at 9:38 AM.